

Business Communication I

Levels: Grades 10-12

Units of Credit: 0.50

CIP Code: 52-0551

Core Code: 32-02-00-00-110

Prerequisite: None

Skill Test: # 220

COURSE DESCRIPTION

Business Communication affects all aspects of our lives. This introductory course will teach students to communicate in a clear, courteous, concise, complete and correct manner on both the personal and professional levels. Competency will be developed in oral, written, interpersonal, technological, and employment communication. Listening skills will be incorporated throughout the semester. The overriding goal is to provide students with a solid communication base, so they are able to communicate effectively.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

Students will identify the communication process and practice effective nonverbal communication skills.

Objective 1: Identify the four steps of the communication process.

- a. Sender encodes message.
- b. Message is sent.
- c. Receiver receives message.
- d. Receiver sends feedback.

Objective 2: Practice acceptable nonverbal skills in personal and professional communication.

Objective 3: Evaluate the differences between nonverbal and verbal communication, which include reading, writing, listening, and speaking.

Indicator: Communicate with one another using only nonverbal communication, such as gestures, body language, eye contact, etc.

STANDARD 2

Students will develop correct usage and mechanics in English.

Objective 1: Practice and use correct spelling in written communications.

Objective 2: Practice and use correct punctuation and grammar in written communication.

Indicator: Identify and revise misplaced and dangling modifiers, redundant words or phrases, non-parallel words, and incorrect word choice.

Objective 4: Communicate in a clear, courteous, concise, complete, and correct manner; select language for audience and purpose.

Indicator: Use sentence elements including parallelism, phrases and clauses, and subject-verb agreement.

STANDARD 3

Students will develop and practice effective oral communication skills.

Objective 1: Practice correct pronunciation and enunciation.

Objective 2: Identify regional, international, and cultural differences in communication; use bias-free language.

Objective 3: Plan and present short presentations, individually or as a group member.

STANDARD 4

Students will develop reading strategies that improve speed, comprehension, and retention.

Objective 1: Interpret a list of vocabulary words, homonyms, synonyms, antonyms, and technical business terms.

Objective 2: Read and follow simple directions.

Objective 3: Select correct reading methods for a particular situation (e.g., skimming, scanning, summarizing, speed reading, and in-depth reading).

Objective 4: Assess how point of view or purpose shapes content and style in propaganda, biased, literal, inferential, and factual statements.

STANDARD 5

Students will produce effective written communication documents.

Objective 1: Identify the steps of the writing process.

Indicator: Create clear, courteous, concise, complete, and correct documents using the skills of planning (purpose and audience), outlining, and organizing to produce a rough draft and a final, revised document.

Objective 2: Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience.

Objective 3: Compose and produce a variety of e-mails and letters in each of the following areas: everyday/routine/good news, sales/persuasive, and bad news.

Objective 4: Format Block and Modified Block Style letters using open and mixed punctuation.

STANDARD 6

Students will develop and practice proficient listening skills.

Objective 1: Practice following oral directions by listening attentively, taking accurate notes, and asking questions.

Objective 2: Demonstrate the proper use of telephone techniques and manners.

Objective 3: Demonstrate courtesy and respect for the speaker through attentive listening.

STANDARD 7

Students will apply basic oral and written communication skills in personal, professional, and leadership roles.

Objective 1: Demonstrate proper respect with customers, coworkers, subordinates, and supervisors.

Objective 2: Practice and consider the process of conflict resolution by demonstrating correct responses

to passive, assertive, and aggressive behaviors.

Indicator: Participate in group discussions by expressing opinions and talking about current business issues appropriately.

Objective 3: Explore positive leadership skills, techniques, and styles, including conducting a meeting and preparing an agenda.

Objective 4: Incorporate standards of personal ethics into effective communication.

STANDARD 8

Students will use technology to enhance the effectiveness of communication.

Objective 1: Practice and apply basic software applications.

Indicator: Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics.

STANDARD 9 (Required in Business Communication I if Business Communication II is not offered.) Students will integrate all forms of communication in pursuit and retention of employment.

Objective 1: Explore job search strategies and sources for job placement.

Objective 2: Create an employment portfolio.

Indicators: Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity.

Objective 3: Understand the application and interview process for employment.

Indicators:

- Complete a job application form properly.
- Role-play interviews and demonstrate appropriate nonverbal communication.
- Differentiate among business attire (e.g., casual, business-casual, professional business, and formal attire) and select correct attire for specific situations.
- Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants.
- Use correct strategies for accepting or rejecting an offer.

Objective 4: Understand the skills needed to maintain employment.

Indicators:

- Understand qualities that employers expect in employees.
- Examine legal and illegal employment practices.
- Practice basic etiquette and manners in given situations.